

The Effects of Nutrition Label Placement on Healthy Food Choices

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Abstract

The effects of nutrition label placement on healthy food choices are going to be examined using a visual stimulus and a 5-point Likert scale to rate the likelihood of purchasing the item. The independent variables will be the healthfulness of the food choice and the placement of the nutrition labels. The dependent variable will be the interaction between food choice and nutrition label placement. Pictures of a regular Oreos package and an Oreo thins package are going to be used as unhealthy and healthy foods. There will be four conditions in which the visual stimuli will be shown. The conditions will vary between pictures of healthy Oreos and unhealthy Oreos with the nutrition label on the front or the back of the package. College-aged students will rate their likelihood to purchase healthy food with a front of package nutrition label higher than the unhealthy food on a five-point Likert scale. I hypothesize that when a clearly stated nutrition label is placed on the front of a product, there will be an increase in consumers choosing the healthier foods and a decrease in the consumers choosing the unhealthy foods.

The Effects of Nutrition Label Placement on Food Choices

Frequently, people encounter nutrition labels in grocery stores and places that sell food items for consumption. The variety of different types of foods can vary in levels of health benefits. The majority of foods have a nutrition label on the back of the package indicating serving size, calories, and ingredients. Nutrition labels can be a useful tool when deciding on healthier choices of foods to consume. The placement of nutrition labels can assist in the process of choosing healthy foods.

Roberto and Khandpur (2014) contributed to the idea that nutrition labels have an effect on the decision of purchasing a product. The authors discussed different studies that elaborated on what nutrition labels are communicating to the consumer, how nutrition labels could be improved, and how else nutrition labels can improve healthy choices (Roberto, & Khandpur, 2014). If the consumer is aware of the nutrition label, they will be knowledgeable of what they are choosing to fuel their body (Roberto, & Khandpur, 2014). Placing an easy-to-read nutrition label on the front of packaging allows the consumer to see how healthy the product is when they see it on the shelf.

Graham and Jeffery (2011) conducted a study with a computerized grocery store and asked the participants to choose what foods they would and would not buy. While they were choosing products their eye movements were being tracked. The researchers found consumers were only reading the first five lines on a nutrition label (Graham and Jeffery, 2011). Potentially having concise food labels on the front of the package can decrease the purchasing and consumption of unhealthy foods. Roberto and Khandpur (2014) mentioned that the Food and Drug Administration (FDA) has designed a front of package labeling system that could be used

as a new format to increase healthy choices. If companies put the nutrition labels on the front of the packaging it would potentially make the consumer choose healthier choices over unhealthy choices.

The convenience food products that have a long shelf life are packaged with nutrition labels. Convenience food products often times have preservatives that allow for a longer shelf life. Fresh food products such as fruits and vegetables usually have organic labels rather than nutrition labels. Organic foods are deemed healthy and are only made of either one or minimal ingredients. Hughner, McDonagh, Prothero, Shultz, and Stanton (2007) conducted a study on organic food consumers and why some consumers choose to purchase and eat organic foods using past research. They used different themes from past research to explain motives, feelings, and thoughts towards organic foods. The authors made note that some consumers responded negatively to convenience foods because of the added preservatives, genetically modified organisms, and pesticides (Hughner et al., 2007). This idea of knowing the healthfulness of food can allude to the consumer choosing the healthier option instead of the unhealthy one.

For example, Mhurchu, Eyles, Jiang and Blakely (2018), tested the viewing habits of consumers when reading nutrition labels. By using a phone application the researchers tracked what types of foods the consumer scanned, to view nutrition labels, while they were shopping. The researchers found that consumers were prone to scanning the barcodes of convenience foods (Mhurchu et al., 2018). Convenience foods were classified as products such as snack foods, cereals, breads, and oils. This results of the study supported the idea that nutrition labels have an effect on healthy choices because the researchers found that the consumer purchased the healthier products they scanned, rather than the unhealthy products.

The findings in the study conducted by Mhurchu et al. (2018), indicated that when consumers read the nutrition label on food products they were more inclined to choose the healthier option than the unhealthy option. When purchasing food products the nutrition label may be overlooked when the consumer is shopping. Having the nutrition labels on the front of the packaging makes purchasing the healthy options easier. A study performed by Tatali et al. (2017) used an online survey where each question showed four packages with varying placements of the nutrition labels. The participant could choose which products they would buy or they could choose to not select any. The researchers found that the front of label packaging was an effective format to promote the consumer to purchase healthier choices (Tatali et al., 2017). If the nutrition label is placed on the front of the packaging, the initial sight of the product may make the consumer compare products. This comparison can lead to the consumer purchasing the healthier product.

When a consumer is shopping for food products there is a limited amount of time looking at nutrition labels (Feunekes, Gortemaker, Willems, & Kommer, 2008). Newman, Howlett, and Burton (2014) conducted two studies. For the first study, they put participants into separate conditions to see the effects of having either a front of package label or an icon that marked the product as healthy. These researchers found that the icon or symbol to indicate healthfulness was effective when comparing it to another product (Newman et al., 2014). The front of package label showed that it increased purchasing behavior. The second study conducted by Newman et al. (2014) compared a front of package label to a health star rating shown on grocery store shelves. The participants went through grocery store aisles and chose a food product they would purchase. The participants then took a pencil and paper survey to give thoughts to other products

with different ratings or nutritional labels. Newman et al. (2014) found that consumers were more inclined to purchase healthful food when there was an icon such as the star rating to indicate healthfulness (Newman et al., 2014). This result also implied that using an health indicating icon with a front of package labeling information gives the consumer a straightforward idea of the healthfulness of the product. Feunekes, Gortemaker, Willems, Lion, & van den Kommer (2008) acknowledged the idea that consumers may not have enough time to decipher and compare different nutrition labels. A simple nutrition labeling system placed on the front of the package decreases the time spent interpreting the complexity of elaborate nutritional facts. Nutrition labels have to be simple and practical for the consumer to make a quick and healthy decision. The consumer comes into contact with a variety of choices of the same product and has to choose between the different versions of the product (Newman et al., 2014). These products can vary depending on healthfulness. As mentioned above, consumers have a limited amount of time to choose between healthy and unhealthy options when shopping for food products. The consumer would need a system to be able to quickly compare the healthy version of the product versus the unhealthy version. To help with the consumer with the comparison process when looking for healthy food, the nutrition label is beneficial if it is easily recognizable on the front of the package.

A front package label should be clear and depict a small amount of nutritional information that the consumer can recognize. Hawley et al. (2013) used past research to understand how consumers perceive and behave toward nutrition labels. They found that nutrition labels need to be clear and concise for the consumer to recognize the healthfulness of the product. Hawley et al. (2013) described that a clear nutrition label should have calories,

calorie count a person needs daily and amount of nutrients. Kelly et al. (2009) performed an experiment that used mock packages of food with different nutritional label designs and placement of nutritional information. The participants were asked to compare the products based on healthfulness. The researchers found that consumers found the front of package design was the easiest to understand (Kelly et al., 2009). The researchers also found that consistency of the front of package nutritional label should also contain some information about sugars, sodium, total fat, and saturated fats. Information clearly depicting calorie intake and requirements, nutrients, fats, sugars and sodium on the front of packages allows the consumer to make an informed decision on what they are buying. Having a universal system of displaying nutritional information helps the consumer be able to compare products to choose healthier options in a timely manner. Labeling this nutritional information clearly on the front of the package makes it easy to compare one version of a product to its potentially less healthy counterparts (Kelly et al., 2009).

The initial vision of a nutrition label can impact a consumer's perception of a product and its healthfulness. The front of packaging design is a way to attract consumers who do not pay much attention to the healthiness of a product. Turner, Skubisz, Pandya, Silverman, and Austin (2014) measured the visual attention to nutrition labels using an eye tracker. They found that when consumers who were not in looking at the nutritional facts on the back of the package, did pay attention to the front of package nutrition labels (Turner et al., 2014). The visual aspect and placement of nutrition labels can have an effect on consumers who are not inclined to read the healthfulness of a product. A front of package designed nutrition label has the potential to persuade the consumers into purchasing a healthy product and not choosing unhealthy options.

Bui, Kaltcheva, Patino, & Leventhal (2013) mentioned that when consumers are purchasing foods, a front package labeling has more impact than the lengthy nutritional label on the back. When the most important facts of the nutritional benefits of a food item are placed on the front of the package the consumer has more knowledge about what they are purchasing. Bui et al. (2013) conducted a study using three different types of nutrition labeling systems on boxes of cereal. All of the cereal boxes had the same nutritional information; however, the information was displayed differently. One box of cereal had a nutrition specific label, the second had a summary indicator label and the third had a food group information label. The participants were asked to select the cereal they would purchase for their children. Bui et al. (2013) found that a food group information label on the front of the package was the most influential on parents. The food group label included information about nutritional value and ingredients in the product. Bui et al. (2013) concluded that although each nutrition label had the same contents, a food group information system was the most effective at conveying healthful information to consumers.

The studies described above make the argument that consumers are more inclined to purchase healthy products when the nutrition label is placed on the front of the item. When the nutrition label is on the front of the product the consumer has a higher potential to deviate away from the unhealthy products. The consumer's likelihood to purchase the product is directly affected by the placement of the nutrition label on the front of the product because it is easily accessible to the human eye, and does not require more time to locate and analyze as the nutrition label placed on other locations of the package does. Therefore, I hypothesize that when a clearly stated nutrition label is placed on the front of a product, there will be an increase in

consumers choosing the healthier foods and a decrease in the consumers choosing the unhealthy foods.

Method

Participants

I will recruit students from a small college in central Virginia ($N = 100$; 50 women; 50 men; Age range = 18-23) to participate in the study for extra credit points for classes in the Psychology department. The participants will be treated ethically under APA standards throughout the duration of the experiment (refer to Appendix A). I will perform a 2x2 between-subjects factorial designed experiment among the 100 randomly selected participants to test the interaction between the front and back placement of nutritional labels and healthy and unhealthy choices.

Materials and Procedure

I will perform the experiment in a classroom with a projection screen. I will project a PowerPoint on to the screen through a Pentium desktop computer with projection technology. I will show the PowerPoint through Google Slides. The PowerPoint will consist of one slide per condition. There will be four conditions. Each condition will consist of a picture of either 140 calorie Oreos or 160 calorie Oreos, with the nutrition label either on the front or back of the package (refer to figure B). After the participant views the picture I will ask the participants to fill out a survey that includes demographics and a five-point Likert scale (refer to Appendix C). The five-point Likert scale will ask the participant to rate their likelihood to buy each product. The Likert scale will range from zero (*very unlikely*) to five (*very likely*).

I will start the experiment by distributing the surveys and writing utensils to all of the participants. The participants will sit in chairs a comfortable distance away from the projection screen. I will then instruct the participants to rate their likelihood to purchase the product displayed on the slide using the survey. Once the instructions are given I will then start the PowerPoint slideshow and the participants will rate the product on the five-point Likert scale. When the slideshow ends I will collect the surveys and writing utensils.

Results

To analyze the results I will use a 2 way ANOVA to test for an interaction because there are two independent variables, nutrition label placement, and healthfulness of products. I predict that there will be an interaction between nutrition label placement and healthy food choices. I predict that the effect of nutrition label placement on health choices depends on healthy or unhealthy foods, in that when the nutrition label is on the front of the package the consumer will choose the healthy food option because the consumer will be more aware of what they are eating (refer to Figure 1).

Resources

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Newman, C. L., Howlett, E., & Burton, S. (2014). Shopper response to front-of-package nutrition labeling programs: Potential consumer and retail store benefits. *Journal of Retailing*, 90(1), 13-26. <http://dx.doi.org/10.1016/j.jretai.2013.11.001>

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Talati, Z., Norman, R., Pettigrew, S., Neal, B., Kelly, B., Dixon, H. . . . Shilton, T. (2017). The impact of interpretive and reductive front-of-pack labels on food choice and willingness to pay. *International Journal of Behavioral Nutrition and Physical Activity*, 14(171), 1-10. <http://dx.doi.org/10.1186/s12966-017-0628-2>

Turner, M. M., Skubisz, C., Pandya, S. P., Silverman, M., & Austin, L. L. (2014). Predicting visual attention to nutritional information on food products: The influence of motivation and ability. *Journal of Health Communication*, 19, 1017-1029. <http://dx.doi.org/10.1080/10810730.2013.864726>

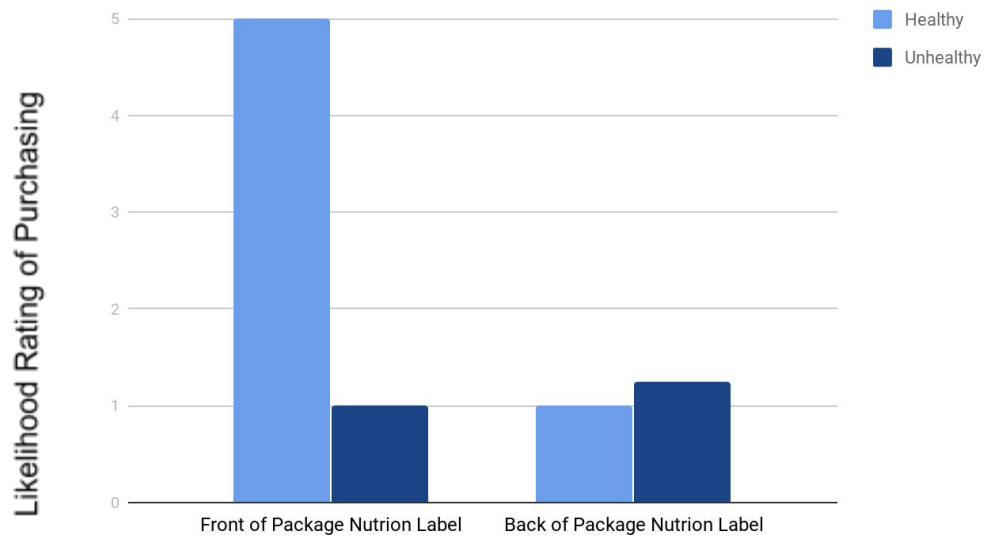


Figure 1. Graph of likelihood to purchase healthy or unhealthy foods with a nutrition label on the front or the back of the package.

Appendix A

Longwood University Institutional Review Board Committee Action Form

LONGWOOD UNIVERSITY

Institutional Review Board

Committee Action Form

(To Be Completed By Researcher)

Proposal Title: The Effects of Nutrition Label Placement on Healthy Food Choices

Principal

Investigator: Haley Nicole Schultz

.....
(For IRB Use Only)

- Meets the criteria for making research exempt from obtaining written informed consent and Committee review.
- Approved by the Longwood University Institutional Review Board.
- Approved with revisions by the Longwood University Institutional Review Board.
- Rejected by the Longwood University Institutional Review Board.

Date: _____

Signature of IRB (circle one) Member/Chair: _____

Comments:

I. Proposal

All Longwood University administration, faculty, and students conducting investigations involving human subjects, and all other researchers conducting investigations involving human subjects at Longwood University, must submit a research proposal to be reviewed and approved by the Human Subject Research Review Committee prior to the commencement of research. Research involving children should conform to the ethical standards found at <http://www.srce.org/ethicalstandards.html>. **Some types of human subjects research are exempt from the provisions of state and federal law, however, even research exempt from these provisions must be reviewed by the committee to determine that they are indeed exempt.** Research proposals submitted to the committee must follow the protocols contained in this form and include the following information. *Check those that are included.*

[✓] A description of the research, including:

- 1) A Title,
- 2) The purpose of the research, and
- 3) The methods or procedures to be employed including descriptions of:
 - a) The human subjects and the criteria for including them in the research,
 - b) What is to be done with or to them,
 - c) Any possible risks, stress, or requests for information subjects might consider personal or sensitive, or which may be illegal, and whether or not the only risk to the subjects is the harm resulting from a breach of confidentiality,
 - d) the steps that will be taken to ensure the anonymity and confidentiality of the subjects,
 - e) the permissions from other institutions, if required, that will be obtained.

[✓] A signed, completed copy of this submission form.

In addition, the research proposal may have to include the following documents. *Check those that are included.*

[✓] A copy of the test, survey, or questionnaire, if employed, and if it is not a standardized professional diagnostic tool otherwise specified in the proposal.

[✓] A copy of the written statement explaining the research indicating that participation is voluntary if required. (See III. A. below.)

[✓] A copy of what will be said to subjects before and after the research is conducted if the methodology requires that the subjects be misled in any way. (See III. B.)

[✓] A copy of the informed consent statement that will be used, if required. (See Sec. IV. below.) A model informed consent statement can be found at the end of this form.

II. Exemptions

If your research falls into any of the categories of research below, it is exempt from the requirement of obtaining written informed consent and being reviewed by the entire Committee, and only 1 copy of the proposal need be submitted. All others must submit 3 copies of their proposal. If your project conforms to any of the following descriptions, check those which apply:

- Research or student learning outcomes assessments conducted in educational settings involving regular or special education instructional strategies, the effectiveness of or the comparison among instructional techniques, curricula, or classroom management methods, or the use of educational tests, whether cognitive, diagnostic, aptitude, or achievement, if the data from such tests are recorded in a manner so that subjects cannot be identified, directly or through identifiers linked to the subjects.

- Research involving survey or interview procedures unless responses are recorded in such a manner that the subjects can be identified, directly or through identifiers linked to the subjects, and either (i) the subject's responses, if they became known outside the research, could reasonably place the subject at risk of criminal or civil liability or be damaging to the subject's financial standing or employability or (ii) the research deals with sensitive aspects of the subject's own behavior, such as sexual behavior, drug or alcohol use, or illegal conduct.

- Research involving survey or interview procedures, when the respondents are elected or appointed public officials or candidates for public office.

- Research involving solely the observation of public behavior, including observation by participants, unless observations are recorded in such a manner that the subjects can be identified, directly or through identifiers linked to the subjects, and either (i) the subject's responses, if they became known outside the research, could reasonably place the subject at risk of criminal or civil liability or be damaging to the subject's financial standing or employability or (ii) the research deals with sensitive aspects of the subject's own behavior, such as sexual behavior, drug or alcohol use, or illegal conduct.

- Research involving the collection or study of existing data, documents, records, pathological specimens, or diagnostic specimens, if these sources are publicly available or if the information is recorded by the investigator in a manner so that subjects cannot be identified, directly or through identifiers linked to the subjects.

III. Special Types of Research

A. In addition to the above types of research that are exempt from the requirement to obtain written informed consent and full committee review, the committee may waive the requirement that the investigator obtains written informed consent for some or all subjects for the following type of research. If your research conforms to the following description, indicate by checking.

- Research in which the only record linking the subject and the research would be the consent document, and the principal risk would be potential harm resulting from a breach of confidentiality.

In the foregoing type of research, the committee may require the investigator to provide the subjects with a written statement explaining the research and indicating that their participation is voluntary. In addition, each subject shall be asked whether s/he wants documentation linking him or her to the research and the subject's wishes shall govern. In the case that the subject agrees to be identified in the research, her or his written permission to do so shall be obtained by the researcher.

B. Some research methodologies may require that the subjects be initially misled regarding the purpose of the research, and so require that the consent procedure omit or alter some or all of the basic elements of informed consent, or waive the requirement to obtain informed consent. If your research conforms to the following description, indicate by checking.

- Research involves no more than "minimal risk" or risk of harm not greater than those ordinarily encountered in daily life or during the performance of routine physical or psychological examinations or tests, research could not practicably be performed without the omission, alteration or waiver, and the omission, alteration or waiver will not adversely affect the rights and welfare of the subjects.

In the foregoing type of research, the committee requires the researcher to provide the subjects with an adequate post-investigative explanation of the purpose and methods of the research, or explanatory debriefing procedure to be undertaken immediately after the conclusion of each subject's participation. The committee requires investigators undertaking this sort of research to furnish the committee with copies of the information that will be supplied to the subject before and after the investigation.

IV. Written Informed Consent

Research engaged in all other types of research must obtain written informed consent from the research subjects. Informed consent means the knowing and voluntary agreement,

without undue inducement or any element of force, fraud, deceit, duress, or other forms of constraint or coercion, of a person who is capable of exercising free power of choice.

The basic elements of information necessary to such consent are:

- ī 1. A reasonable and comprehensible explanation to the person of the proposed procedures of protocols to be followed, their purposes, including descriptions of any attendant discomforts, and risks and benefits reasonably to be expected;
- ī 2. A disclosure of any appropriate alternative procedures or therapies that might be advantageous for the person;
- ī 3. An instruction that the person may withdraw his consent and discontinue participation in the human research at any time without prejudice to her or him;
- ī 4. An explanation of any costs or compensation which may accrue to the person and, if applicable, the availability of third-party reimbursement for the proposed procedures or protocols; and
- ī 5. An offer to answer and answers to any inquiries by the person concerning the procedures and protocols.

Informed consent must be obtained in the following manners for the following types of human subjects: (a) competent, then it shall be subscribed to in writing by the person and witnessed; (b) not competent at the time consent is required, then it shall be subscribed to in writing by the person's legally authorized representative and witnessed; or (c) a minor otherwise capable of rendering informed consent, then it shall be subscribed to in writing by both the minor and her or his legally authorized representative.

Legally authorized representative means (a) the parent or parents having custody of a prospective subject, (b) the legal guardian of a prospective subject, or (c) any person or judicial or other body authorized by law or regulation to consent on behalf of a prospective subject to such subject's participation in the particular human research.

Any person authorized by law or regulation to consent on behalf of a prospective subject to such subject's participation in the particular human research shall include an attorney in fact appointed under a durable power of attorney, to the extent the power grants the authority to make such a decision. The attorney, in fact, shall not be employed by the person, institution, or agency conducting the human research. No official or employee of the institution or agency conducting or authorizing the research shall be qualified to act as a legally authorized representative.

A legally authorized representative may not consent to nontherapeutic research, or research in which there is no reasonable expectation of direct benefit to the physical or mental condition of the human subject, unless it is determined by the human subject research review committee that such research will present no more than a minor increase over minimal risk to the human subject.

Notwithstanding consent by a legally authorized representative, no person who is otherwise capable of rendering informed consent shall be forced to participate in any human research.

In the case of persons suffering from organic brain diseases causing progressive deterioration of cognition for which there is no known cure or medically accepted treatment, the implementation of experimental courses of therapeutic treatment to which a legally authorized representative has given informed consent shall not constitute the use of force.

No informed consent form shall include any language through which the person who is to be the human subject waives or appears to waive any of her or his legal rights, including any release of any individual, institution, or agency or any agents thereof from liability for negligence.

Human subject research investigators are responsible for obtaining written informed consent from research subjects in accordance with these specifications, and for obtaining permissions from any other institutions that may be involved in informed consent statement which conforms to these specifications.

The Longwood University Institutional Review Board must be informed of any violation or alteration of the research protocol. Continuing research projects must be re-approved annually.

The undersigned researcher(s) indicate that the information provided to the committee is accurate and true to the best knowledge of the researcher(s), and that the researcher(s) have conformed to the above guidelines to the best abilities of the researcher(s).

Date: 11/19/18 Signed (legibly): Haley Schultz

Date: _____ Signed (legibly): _____

If this research is being completed in partial fulfillment of a Masters degree, the thesis committee must approve of your project prior to submission of these forms. The signature(s) of your committee chair/advisor on the appropriate form constitutes acknowledgement of this prior approval by your committee.

Please indicate the address where you would like the approval form sent (along with phone # and/or e-mail address):

900 Clubhouse Cir Apt N204, FarmVille, Virginia, 23901 Prince Edward County
(757)-630-5302 haley.schultz@live.longwood.edu

Further information of the status of proposals may be found at the following:

Dr. Eric Laws, Department of Psychology; Phone: (434)395-2841; e-mail:
lawsel@longwood.edu

DESCRIPTION OF RESEARCH

Title of Research: The Effects of Nutrition Label Placement on Healthy Food Choices

- Purpose of Research: The goal of this research is to see if there is an interaction between front of package nutrition labeling and healthy food choices. The research will be conducted as a 2x2 between subjects factorial design, under the supervision of Dr. Laws
- Methods and Procedures:
- Participants: Participants will be Longwood University students who agree to voluntarily participate in the research. The purpose of the research will be explained to the students and they will be asked to participate with the provision that they are free to withdraw at any time without penalty.
- Procedures: I will collect data by recruiting participants from Sona systems, to participate in an experiment where they will be randomly assigned to one of four conditions. Each condition will be one PowerPoint slide with a picture of either a health or unhealthy version of Oreos with either a nutrition label on the front of back of the package. The participants will be asked to rate their likelihood to buy the product they were shown on a 5 point Likert scale.
- Possible Risks: It is anticipated that participants will be at no physical, psychological, or emotional risk at any time during the research. Nor is it anticipated that participation in the research will place the participants at any risk of criminal or civil liability, or damage the participants' financial standing or employability.

Longwood University

Consent for Participation in Social and Behavioral Research

I consent to participate in the research project entitled:

The Effect of Nutrition Label Placement on Healthy Food Choices

being conducted in the Department of Psychology by

Haley Schultz

I understand that my participation in this research is voluntary, and that I am free to withdraw my consent at any time and to discontinue participation in this project without penalty.

- I acknowledge that the general purpose of this study, the procedures to be followed, and the expected duration of my participation have been explained to me.
- I acknowledge that I have the opportunity to obtain information regarding this research project, and that any questions I have will be answered to my full satisfaction.
- I understand that no information will be presented which will identify me as the subject of this study unless I give my permission in writing.
- I acknowledge that I have read and fully understand this consent form. I sign it freely and voluntarily. A copy of this form will be given to me.

Name (Print): _____

Date: _____ Signed: _____

I understand that if I have concerns or complaints about my treatment in this study, I am encouraged to contact the Office of Academic Affairs at Longwood University at (434) 395-2010.

Institutional Review Board, Research Proposal Submission Form

If this research is being completed in partial fulfillment of a Masters degree, the thesis committee must approve of your project prior to submission of these forms. The signature(s) of your committee chair/advisor below constitutes acknowledgement of this prior approval by your committee.

Date: _____ Signed: _____

Date: _____ Signed: _____

Date: _____ Signed: _____

Appendix B

Pictures of healthy or unhealthy Oreos with nutrition labels on the front or back of the package



Appendix C

Survey

Please answer the following questions:

Male _____ Female _____ Other _____

Age: _____

Race: _____

Please rate your likeliness to purchase the product

4.

Very Unlikely	Unlikely	Neutral	Likely	Very Likely
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. Was there a nutrition label present in the picture?

Yes No

